

United States Augmented Analytics Market is expected to reach US\$ 46.3 billion by 2030 | DataM Intelligence

The Global Augmented Analytics Market is expected to reach at a CAGR of 23.4% during the forecast period 2024-2031.

AUSTIN, TX, UNITED STATES, October 7, 2025 /EINPresswire.com/ -- Market Overview:

The [Augmented Analytics Market](#) has emerged as a transformative force in the data analytics industry, leveraging artificial intelligence (AI), machine learning (ML), and natural language processing (NLP) to enhance decision-making processes. Unlike traditional analytics, augmented analytics automates data preparation, insight generation, and visualization, empowering businesses to uncover hidden patterns, trends, and correlations with minimal human intervention. The growing complexity of enterprise data, coupled with the demand for faster and more accurate decision-making, has fueled the adoption of these solutions across various sectors, including healthcare, retail, BFSI (banking, financial services, and insurance), and manufacturing.

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The Augmented Analytics Market is poised for rapid growth, driven by AI integration, data automation, and advanced analytics tools enhancing business decision-making.”
DataM Intelligence

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According to DataM Intelligence, The Global Augmented Analytics Market is projected to reach USD 46.3 billion by 2030, growing at a CAGR of 23.4% from 2024. Key growth drivers include the increasing volume of unstructured data,

rising adoption of AI-powered analytics platforms, and the need for real-time insights to improve operational efficiency. The software segment continues to dominate the market due to the rising



integration of AI and ML in business intelligence platforms. Geographically, North America leads the market, driven by the presence of major technology providers, high adoption of cloud analytics, and strong R&D investment.

Key Highlights from the Report:

The Market is projected to grow at a CAGR of 23.4% between 2024 and 2031.
Software solutions dominate the market due to widespread AI integration.
North America holds the largest market share, followed by Europe and Asia-Pacific.
BFSI and healthcare sectors are witnessing the highest adoption of augmented analytics.
Cloud-based deployment is preferred for scalability and cost efficiency.
Increasing demand for real-time insights is fueling market expansion globally.

Market Segmentation:

The Augmented Analytics Market can be segmented based on product type, deployment mode, end-user, and organization size.

By Product Type: The market is primarily divided into software and services. Software leads the market due to its ability to integrate AI and ML features for predictive and prescriptive analytics. Services, including consulting and implementation support, are gaining traction as businesses seek expert guidance for analytics adoption.

By Deployment Mode: Cloud-based deployment is becoming the preferred choice due to its scalability, reduced infrastructure cost, and easy integration with existing IT ecosystems. On-premise solutions, although less flexible, are still used by organizations with stringent data security requirements.

By End-User: Key end-users include BFSI, healthcare, retail, IT & telecom, manufacturing, and government organizations. BFSI is the leading segment due to the high demand for fraud detection, risk management, and personalized banking solutions. Healthcare adoption is rising, driven by the need to analyze patient data for improved diagnostics and operational efficiency.

By Organization Size: Large enterprises dominate the market because of their substantial data volumes and resources to implement advanced analytics platforms. However, SMEs are increasingly adopting augmented analytics to gain competitive advantages through data-driven insights.

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Regional Insights:

North America continues to dominate the augmented analytics market, accounting for a significant share due to technological advancements, the presence of major AI and analytics companies, and strong cloud infrastructure. The U.S. leads the regional market with widespread adoption across BFSI, healthcare, and retail sectors.

Europe is witnessing steady growth, supported by government initiatives for digital transformation and a growing demand for advanced business intelligence tools. The U.K., Germany, and France are key contributors to market expansion.

Asia-Pacific is emerging as a lucrative market, with countries like China, India, and Japan witnessing rapid adoption of AI-driven analytics solutions. The surge in digitalization, growing IT infrastructure, and increasing data volumes are major growth enablers in this region.

Latin America and Middle East & Africa are expected to experience moderate growth, driven by increasing awareness about data-driven decision-making and the adoption of cloud-based analytics solutions among SMEs.

Market Dynamics:

Market Drivers:

The primary drivers of the augmented analytics market include the explosion of big data, the need for actionable insights, and the integration of AI and ML for automation. Organizations are increasingly seeking solutions that simplify data preparation and provide predictive intelligence, enabling faster and more accurate decision-making. The rise of cloud-based analytics platforms and demand for self-service analytics solutions are further accelerating market growth.

Market Restraints:

Despite significant growth, challenges such as high implementation costs, lack of skilled professionals, and data privacy concerns hinder market adoption. SMEs, in particular, face budget constraints in adopting sophisticated augmented analytics platforms. Additionally, the complexity of integrating AI with legacy systems may slow down deployment for some organizations.

Market Opportunities:

The market presents substantial opportunities in sectors like healthcare, retail, and manufacturing, where real-time analytics can optimize operations, enhance customer experience, and improve predictive maintenance. The increasing adoption of IoT devices and the proliferation of unstructured data provide opportunities for vendors to offer AI-powered augmented analytics solutions. Strategic partnerships, mergers, and technological innovations will further propel market growth.

Frequently Asked Questions (FAQs)

How Big is the Global Augmented Analytics Market?

Who are the Key Players in the Global Augmented Analytics Market?

What is the Projected Growth Rate of the Augmented Analytics Market?

What is the Market Forecast for 2032?

Which Region is Estimated to Dominate the Augmented Analytics Market through the Forecast Period?

Company Insights:

Key players operating in the Augmented Analytics Market include:

SAP SE

International Business Machines Corporation (IBM)

Salesforce.com, Inc.

Sisense Inc.

Tableau Software

THOUGHTSPOT

Tibco Software Inc.

QLIK

Microsoft

SAS Institute Inc.

Recent Developments:

USA:

The augmented analytics market in the United States is expected to witness rapid growth, driven by a business shift toward data-driven decision-making and significant investments in AI and machine learning capabilities that automate data preparation and generate predictive insights (2025).

In 2025, the software segment is anticipated to dominate the augmented analytics market in the US, accounting for over 64% market share, driven by adoption of cloud computing and augmented analytics software to improve accuracy and decision-making (2025).

Japan:

The Japan augmented analytics market is growing significantly due to increasing adoption of AI and machine learning for automated data preparation, insight generation, and predictive analytics, with demand rising for self-service and cloud-based analytics platforms (updated August 2025).

Japanese government initiatives are strongly supporting augmented analytics growth with funding, research collaboration, and regulatory frameworks to ensure data privacy compliance, positioning Japan as a leading player in global augmented analytics (updated August 2025).

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Conclusion:

The Augmented Analytics Market is poised for rapid growth, driven by AI-powered automation, increasing data volumes, and the demand for actionable insights across industries. North America currently leads the market, while Asia-Pacific offers immense opportunities for growth. As organizations continue to embrace digital transformation, the adoption of augmented analytics solutions will be essential for gaining competitive advantages, improving operational efficiency, and delivering personalized customer experiences. With technological advancements, strategic partnerships, and increasing investment in AI, the market is expected to witness sustained expansion throughout the forecast period.

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Sai Kiran

DataM Intelligence 4Market Research

+1 877-441-4866

Sai.k@datamintelligence.com

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